

B.B.A. (2010 COURSE) SEM- V : SUMMER - 2018
SUBJECT: ELECTIVE I: PRINCIPLES & CONCEPTS OF HOSPITALITY
MANAGEMENT
(Hospitality Management)

Day: **Wednesday**
Date: **02/05/2018**

Time: **02.00 PM TO 05.00 PM**
Max. Marks: **70**

S-2018-1669

N.B.:

- 1) **Q. No. 1 is COMPULSORY.**
- 2) **Answers ANY FOUR questions from Q. No. 2 to Q. No. 7.**
- 3) **Figures to the right indicate FULL marks.**

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- Q.1** a) Write a note on the following (ANY TWO) (07)
- i) ITDC
 - ii) ITC
 - iii) Taj group of hotels
- b) Explain the co-relationship between Hospitality and tourism, with examples. (07)
- Q.2** a) Give the criteria for classification and star-gradation of hotels, with specific reference to 5-star hotels. (07)
- b) Explain the evolution of the lodging industry and the present global scenario. (07)
- Q.3** a) Explain the role of the Rooms division department in a hotel. (07)
- b) What are the different types of rooms in a 5-star hotel and the meal plans offered? (07)
- Q.4** a) Explain the following types of service in a restaurant. (07)
- A-la-carte
- Table d'hote
- b) Write a note on: Alcoholic beverages. (07)
- Q.5** a) Draw the organization hierarchy of the following departments in a large hotel (ANY TWO) (07)
- i) Front Office
 - ii) House Keeping
 - iii) Food and Beverage service
- b) Explain the daily cleaning routine of the housekeeping department for guest rooms and public areas. (07)
- Q.6** Explain the 7 P's of a marketing mix for a Hospitality product, with examples. (14)
- Q.7** a) Explain the concept of branding in the hospitality market; with an example. (07)
- b) What are the new trends in hospitality marketing? (07)

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